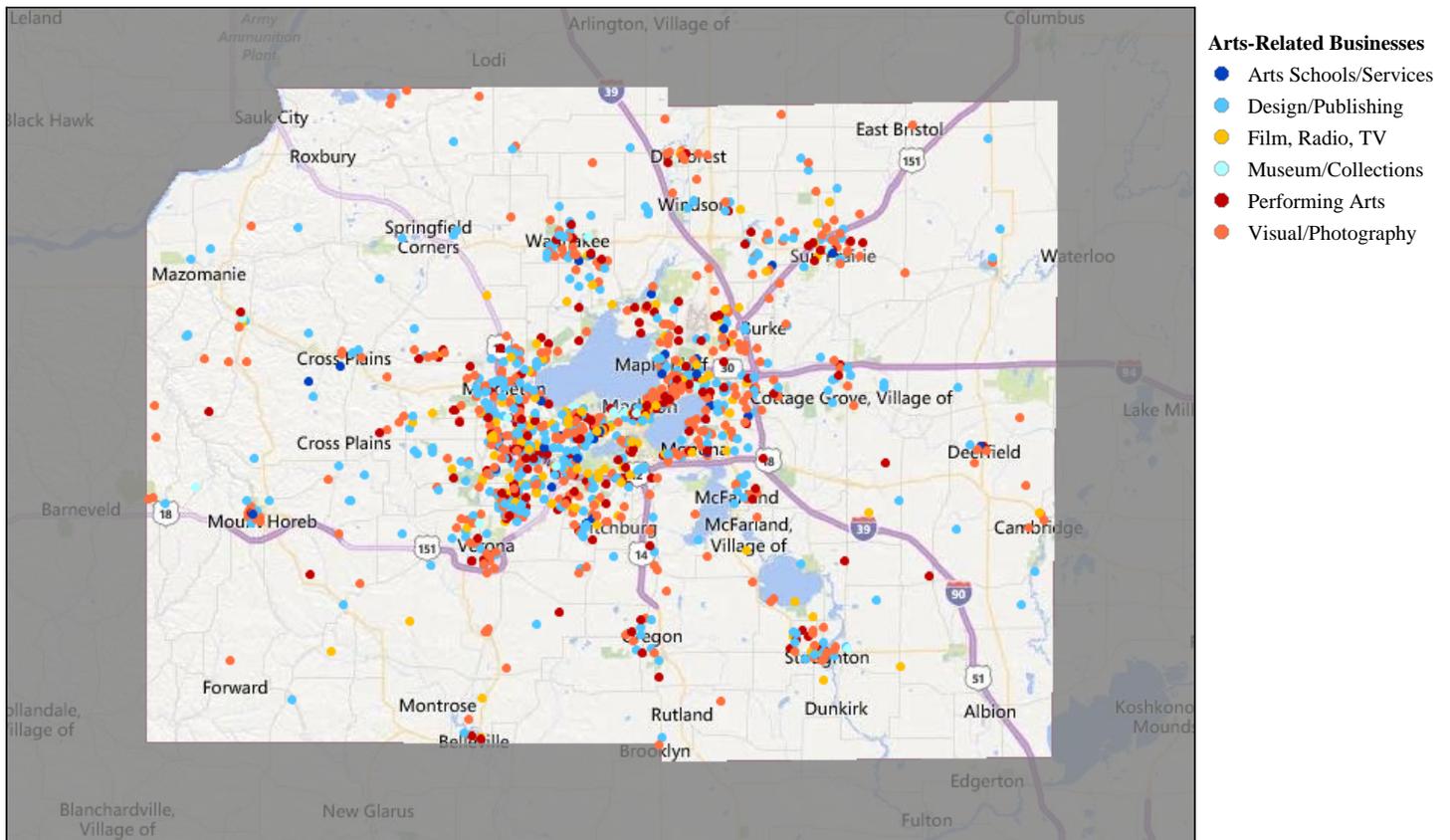


# The Creative Industries in Dane County, WI

This *Creative Industries: Business & Employment in the Arts* report provides a research-based approach to understanding the scope and economic importance of the arts in **Dane County, WI**. The creative industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America's competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy. In a global economy, the creative industries are durable and enduring local employers.

## 1,363 Arts-Related Businesses Employ 6,542 People



**Dane County, WI is home to 1,363 arts-related businesses that employ 6,542 people.** The creative industries account for 4.6 percent of the total number of businesses located in Dane County, WI and 1.5 percent of the people they employ. The map above plots the creative industries, with each dot representing a unique arts business establishment.

**Nationally, 673,656 businesses are involved in the creation or distribution of the arts, and they employ 3.48 million people.** This represents 4.0 percent of all U.S. businesses and 2.0 percent of all U.S. employees—demonstrating statistically that the arts are a formidable business presence and broadly distributed across our communities. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the United States. These data are current as of April 2017.

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**The Creative Industries Represent  
4.6 Percent of All Businesses and 1.5 Percent of All Employees in  
Dane County, WI**

(Data current as of April 2017)

<b>CATEGORY</b>	<b>BUSINESSES</b>	<b>EMPLOYEES</b>
<b>Arts Schools and Services</b>	<b>42</b>	<b>284</b>
Agents	1	12
Arts Councils	2	10
Arts Schools and Instruction	39	262
<b>Design and Publishing</b>	<b>448</b>	<b>2,270</b>
Advertising	61	453
Architecture	84	1,162
Design	297	573
Publishing	6	82
<b>Film, Radio and TV</b>	<b>155</b>	<b>1,600</b>
Motion Pictures	116	480
Radio	18	58
Television	21	1,062
<b>Museums and Collections</b>	<b>33</b>	<b>461</b>
Historical Society	3	216
Museums	27	211
Zoos and Botanical	3	34
<b>Performing Arts</b>	<b>222</b>	<b>728</b>
Music	103	318
Opera	1	3
Performers (nec)	57	95
Services & Facilities	53	284
Theater	8	28
<b>Visual Arts/Photography</b>	<b>463</b>	<b>1,199</b>
Crafts	26	128
Photography	330	611
Services	48	300
Visual Arts	59	160
<b>GRAND TOTAL</b>	<b>1,363</b>	<b>6,542</b>

**Research Notes:**

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses are registered, our analyses indicate an under-representation of arts businesses (particularly those that are nonprofit arts organizations and individual artists). The data in this report, therefore, are an undercount.
- To define the Creative Industries, Americans for the Arts selected 644 8-digit Standard Industrial Classification codes that represent for-profit and nonprofit arts-centric businesses (out of more than 18,500 codes representing all industries).
- Reports for all 435 U.S. Congressional Districts, the 50 states and the District of Columbia, the 6,766 state legislative districts, and all 3,141 U.S. counties—as well as a full suite of user tools and a comprehensive list of the industries included in this analysis—are available for download at [www.AmericansForTheArts.org/CreativeIndustries](http://www.AmericansForTheArts.org/CreativeIndustries).